

## ORDER



KSNV

**Orders**  
**Order / Rev:** 105163  
**Alt Order #:** 06838638  
**Product Desc:** NRCC IE 2012  
**Estimate:** 2958  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 08/06/12 / 08/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** National Media, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Ln.  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC IE - *Revised*  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	53	\$57,050.00	\$48,492.50
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$57,050.00	\$48,492.50	0.00
October 2012	98	\$97,600.00	\$82,960.00	0.00
<b>Totals</b>	<b>151</b>	<b>\$154,650.00</b>	<b>\$131,452.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	37%	\$154,650.00
Market	100%	\$417,972.97

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$91,954.05
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,695.95
KTUD	0%	\$0.00
KVVU	22%	\$91,954.05
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$16,718.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/WaGM	5-6a		----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating

Order / Rev: 105163  
 Alt Order #: 06838638  
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE 2012  
 Estimate: 2958

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$325.00		0.00						
E 2	KSNV	10/01/12	10/04/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWT---	:30	8	\$450.00	1	0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$450.00		0.00						
E 3	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$1,000.00		0.00						
E 4	KSNV	10/01/12	10/04/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	8	\$1,000.00	1	0.00	NM	8	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$1,000.00		0.00						
E 5	KSNV	10/01/12	10/04/12	Today Show Today Show	CM	658a-9am	MTWT---	:30	8	\$1,500.00	1	0.00	NM	8	\$12,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$1,500.00		0.00						
E 6	KSNV	09/28/12	09/28/12	Today Show Today Show	CM	658a-9am	----F--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$1,500.00		0.00						
E 9	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUND&M News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$325.00		0.00						
E 10	KSNV	09/30/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	2		\$625.00		0.00						
E 11	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$750.00		0.00						
E 12	KSNV	10/01/12	10/04/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MTWT---	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$750.00		0.00						
E 13	KSNV	10/01/12	10/04/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MTWT---	:30	8	\$325.00	1	0.00	NM	8	\$2,600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	8		\$325.00		0.00						
E 14	KSNV	09/28/12	09/28/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$325.00		0.00						
E 15	KSNV	10/01/12	10/04/12		CM	11am-12pm	MTWT---	:30	8	\$325.00	1	0.00	NM	8	\$2,600.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			8		\$325.00			0.00			
E 16	KSNV	09/28/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	----F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			2		\$325.00			0.00			
E 17	KSNV	09/29/12	09/30/12	Golf Golf	CM	4a-8pm	-----SS	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
				RYDER CUP 2X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS			8		\$700.00			0.00			
E 20	KSNV	09/28/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	----F--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			3		\$1,000.00			0.00			
E 21	KSNV	10/01/12	10/04/12	M-F Early News M-F Early News	CM	5-630p	MTWT---	:30	12	\$1,200.00	1	0.00	NM	12	\$14,400.00
				NEWS 3X/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			12		\$1,200.00			0.00			
E 22	KSNV	09/29/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			3		\$650.00			0.00			
E 23	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	----F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			2		\$1,000.00			0.00			
E 24	KSNV	10/01/12	10/04/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWT---	:30	8	\$1,300.00	1	0.00	NM	8	\$10,400.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			8		\$1,300.00			0.00			
E 25	KSNV	09/28/12	09/28/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	\$800.00	1	0.00	NM	1	\$800.00
				J RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1		\$800.00			0.00			
E 26	KSNV	10/01/12	10/04/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MT-T---	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
				J RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-T---			4		\$900.00			0.00			
E 27	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1		\$4,000.00			0.00			
E 28	KSNV	10/01/12	10/01/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				REVOLUTION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1		\$3,200.00			0.00			
E 29	KSNV	10/02/12	10/02/12		CM	8-9pm	-T-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE VOICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -T----- 2 \$4,000.00 0.00 Tues PR 8-9p Tuesday Prime 8-9pm															
E 30	KSNV	10/03/12	10/03/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
CHICAGO FIRE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W---- 1 \$3,200.00 0.00															
E 31	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F-- 1 \$2,600.00 0.00															
E 32	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FTBL NIGHT IN AMERICA Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -----S 1 \$2,400.00 0.00															
E 33	KSNV	09/30/12	09/30/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NIGHT FTBL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -----S 1 \$10,000.00 0.00															
E 34	KSNV	09/30/12	09/30/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -----S 2 \$1,800.00 0.00															
E 35	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F-- 1 \$1,100.00 0.00															
E 36	KSNV	10/01/12	10/04/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT--- 4 \$1,200.00 0.00															
E 37	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
NEWS 2X/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -----SS 4 \$1,100.00 0.00															
E 38	KSNV	09/28/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TONIGHT SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F-- 2 \$750.00 0.00															
E 39	KSNV	10/01/12	10/04/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWT---	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00
TONIGHT SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT--- 8 \$750.00 0.00															
E 40	KSNV	09/28/12	09/28/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	----F--	:30	2	\$225.00	1	0.00	NM	2	\$450.00
FALLON Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F-- 2 \$225.00 0.00															
E 41	KSNV	10/01/12	10/04/12		CM	1237a-136am	MTWT---	:30	8	\$250.00	1	0.00	NM	8	\$2,000.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late Night w/Fallon															
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					8	\$250.00		0.00			
E 42	KSNV	09/29/12	09/29/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					3	\$1,400.00		0.00			
E 43	KSNV	09/30/12	09/30/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Jeopardy in Prime															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
E 44	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$400.00		0.00			
N 45	KSNV	09/29/12	09/29/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
Saturday Prime 9-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$1,500.00		0.00			
N 46	KSNV	10/04/12	10/04/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Thursday Prime 9-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$3,200.00		0.00			
													Totals	151	\$154,650.00